

a progress report april 1974

simcoe-georgian area task force

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Derek J. W. Little
President, Municipal Planning
Consultants Co. Ltd.*

ADDENDUM

Technical Committee

Leighton Clark, County Engineer, Simcoe County



Ministry of Treasury
Economics and
Intergovernmental
Affairs

416/965-6901

Frost Building
Queen's Park
Toronto Ontario
M7A 1Y7

April 3, 1974


Dear Citizen:

I am sure you are aware that the Simcoe-Georgian Area Task Force has been working over the last year towards the preparation of a development strategy for the area. This report summarizes the progress of the Task Force to date and outlines briefly the approach our consultants, Simcoe-Georgian Planning Consultants, will take in developing a long-term strategy for the orderly growth of the Simcoe-Georgian area.

A key element in this process are the opportunities that will be made available to the residents of Simcoe-Georgian to become involved in all major phases of the Study. You will have many opportunities during the course of the next 12 to 15 months to talk with the Task Force consultants in formal and informal meetings as the project develops. In the meantime, I invite you to contact us either by phone or in writing at our offices in the Simcoe County Administration Building at Midhurst. Better still, why not drop in and see us.

Yours sincerely,

Donald R. Irvine
Chairman
Political Committee
Simcoe-Georgian Area
Task Force.



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A PROGRESS REPORT

APRIL 1974

SIMCOE-GEORGIAN AREA TASK FORCE

Simcoe County Administrative Building
Midhurst, Ontario

Telephone: (705) 726-9300

SIMCOE-GEORGIAN AREA TASK FORCE STUDY AREA

This map illustrates the study area for the Simcoe-Georgian Area Task Force. It covers a significant portion of the Simcoe and Georgian Bay regions in Ontario, Canada. The map includes the following details:

- Geographical Features:** Georgian Bay, Simcoe Bay, and various smaller lakes and rivers are shown. The shoreline is detailed with numerous small islands and peninsulas.
- Towns and Communities:** Major towns such as Simcoe, Collingwood, Wasaga Beach, Midland, and Georgian Bay are labeled. Other communities shown include Orillia, Barrie, and parts of Muskoka and Huron.
- Road Network:** A dense network of roads is depicted, including major highways like Highway 1, Highway 26, and Highway 124. Local roads and trails are also shown.
- Administrative Boundaries:** The map shows the boundaries of various municipalities and provincial parks, such as Georgian Bay Islands National Park and Simcoe County.
- Topographical Features:** Elevation contours and other topographical details are indicated, particularly in the more rugged areas of the study.

The map is a comprehensive resource for understanding the geographical and administrative context of the Simcoe-Georgian Area Task Force study.

1. THE PROGRESS OF THE

TASK FORCE

The Simcoe-Georgian Area Task Force was formed in 1971 "to develop within a series of very broad Provincial constraints a series of strategies which will describe the future character and quality of the area as expressed by the people of the area." In developing the strategies the following aspects are to be considered:

- The ability of the Simcoe-Georgian area to accommodate urban/economic growth of several different rates, and the desired level and rate of such growth;
- The relationship of urban places to one another in rapidly expanding areas, bearing in mind the need to provide flexibility in the transportation system and the main urban elements, and adequate implementation machinery;
- The size of urban areas and the relative benefits and costs of expanding certain settlements of differing sizes by varying amounts;
- An examination of alternative strategies for accommodating growth, including impact studies of various kinds;

- The identification of areas where there should be no growth;
- Identification of appropriate measures to stimulate growth to the desired levels.

In other words, what should happen; where should it happen; and when. To answer these questions, we must ask more questions: Which areas should be settled? Should some be more heavily settled than others? Which areas should be set aside for agriculture, for cottages, for recreation, for tourism? Where should the major shopping and/or commercial areas be? Where should industry locate? Should different types of industry be located in different places? Where should the hospitals and the colleges be?

There are many options open but it now appears that during the next 30 years, the Simcoe-Georgian area could have as few as 250,000 or as many as 750,000 people. There are four ways by which this population could be distributed:

1. Centralized Growth

Growth could be concentrated in one, two or perhaps three major centres.

2. Dispersed Growth

Growth could be allocated among all centres on a relatively equal basis.

3. Trends Growth

Growth could be distributed, as it has been in the past, by individual choice.

4. New Town Development

The bulk of population growth could be allocated to a new town which would have to be created.

The Task Force has set out a number of goals to help it evaluate these alternatives and to set guidelines for the evaluation process itself. These are:

1. To enable the achievement of the Simcoe-Georgian area's fullest economic potential consistent with the development of the Central Ontario Region.
2. The achievement of a high standard of living for the residents of the area.
3. The development of a viable diversified area within the Central Ontario Region.

4. The conservation of the natural, cultural and historical resources of the area.
5. The minimization of pollution of the environment.
6. Settlement patterns that offer a choice of life styles.
7. The provision of alternatives within all components of the plan so as to offer future choice and to ensure flexibility.
8. The provision of a method for accommodating desirable immediate development.
9. The identification and evaluation of specific requirements for the provision of public services.
10. Continuing participation with the general public.
11. Full municipal, provincial and federal co-operation in the preparation and implementation of the development strategy ultimately chosen for the area.
12. The assessment of the ability of local governments to implement and maintain goals of the Study Area.

Population Distribution

Simcoe-Georgian Area 1973

	<u>Population</u>
<u>Townships</u>	
Rama	1,100
Adjala	2,278
Essa	12,028
Flos	2,950
Innisfil	10,500
Gwillimbury W	3,272
Matchedash	428
Medonte	2,895
Nottawasaga	5,458
Orillia	5,032
Oro	5,190
Sunnidale	2,349
Tay	4,321
Tecumseth	4,158
Tiny	5,159
Tosorontio	2,963
Vespra	4,183
Indian Reserves	435
Mara	3,071

Cities

Barrie	27,676
Orillia	24,040

Towns

Alliston	3,176
Bradford	3,401
Collingwood	9,775
Midland	10,992
Penetang	5,497
Stayner	1,937

Villages

Beeton	1,061
Coldwater	759
Creemore	847
Elmvale	1,103
Wasaga	1,923
Port McNicoll	1,450
Tottenham	1,616
Victoria Harbour	1,243

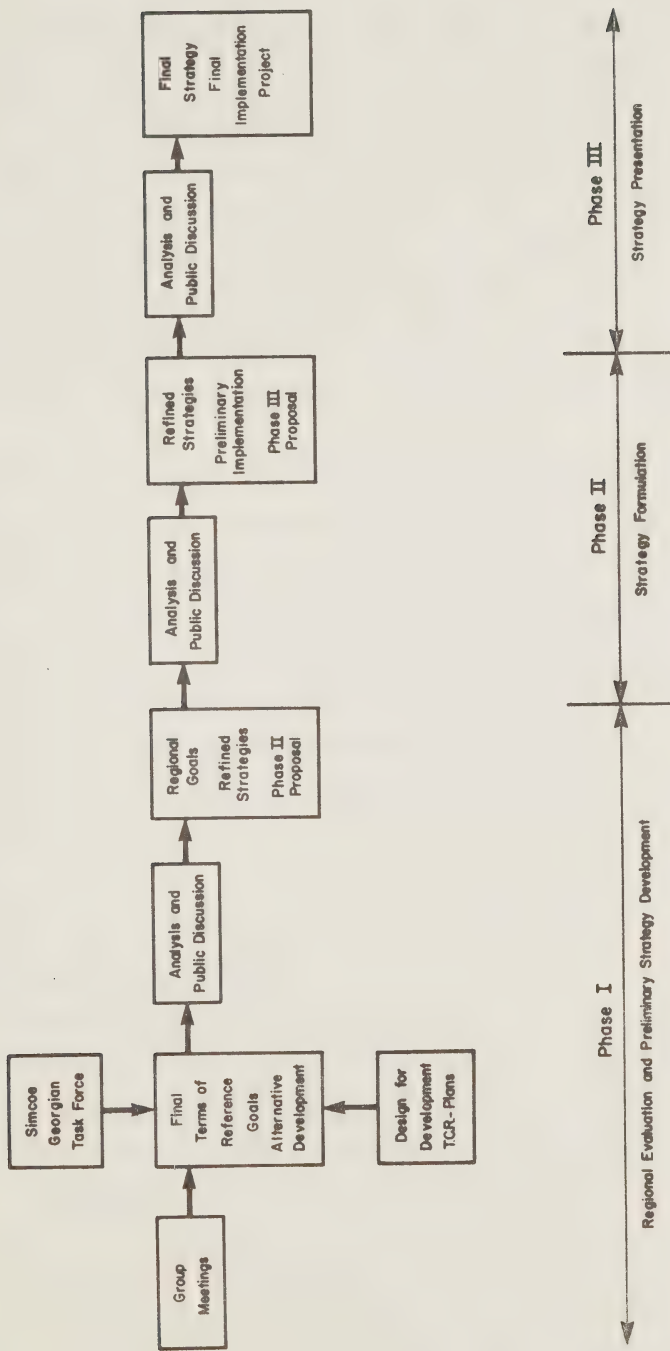
Area total

175,604

The Task Force has engaged a team of consultants to assist it in the development of alternative strategies. The team includes planners, social scientists, environmentalists, transportation planners, agricultural experts, engineers, and economists. Over the next 15 months this group will assist the Task Force in answering such questions as: If urban growth occurs in many places, will agricultural potential be affected, and in turn, will this raise or lower area incomes? Will such growth affect lifestyle choice? Will the concentration of activities in one area weaken or strengthen the financial bases of these area and municipalities? Will the development of extensive cottage areas help or hinder the tourist industry? Does one development scheme mean more transportation costs than another, and, if so, are there offsetting benefits? Is one strategy more costly or more difficult to implement, despite its benefits, than another?

The process to be used in developing the alternative strategies is outlined in Diagram 1. Essentially, this diagram describes a dialogue between experts and public, in which the various alternatives are reviewed, discussed and revised until finally a series of implementable strategies can be presented.

DIAGRAM 1 THE PROJECT FLOW



The project will have three phases. The first involves the development of terms of reference which will be accomplished by consultation between the public and professionals; after the terms of reference have been developed, the goals and alternatives will be refined. In the second phase, the Task Force will examine and further refine alternatives and present preliminary implementation programs; the third phase will see the development of a final series of alternative strategies.

Public participation is an integral part of the process. The public will be involved in all phases of the work, including the preparation of terms of reference. To start with, small groups will be assembled throughout the region to discuss the study objectives. Interested citizens are invited to write or phone us. Once the terms of reference have been established, three types of programs will be launched simultaneously. These will include:

1. General Information and
Participation Program

This will comprise the main thrust of the participation program and will be carried out on an area-wide basis throughout the duration of the project. A wide range of different forums for public involvement will be provided.

2. Special Interest Programs

This will consist of specific programs geared to special interest groups, such as environmentalists, industry, and cottagers, whose concerns are too specialized to be dealt with adequately within the general program. These groups are expected to identify themselves as the project commences and progresses, and to request special attention. Discussions will be held with them during which attempts will be made to accommodate their interests, as time and budget limitations allow.

3. Local Programs

These are similar to the special interest programs but relate to particular communities and their concerns. A number of communities have already been identified as having pressing concerns which have to be dealt with and some public information and participation will be required. Here again, every attempt will be made to accommodate the concerns of the particular community, as time and budget allow.

To assure a continuing presence in the area, the Task Force has opened up an office in the Simcoe County Administrative Building that will be open from 8:30 to 5:00 daily beginning April 4. The phone number is (705) 726-9300. Citizens are invited to phone or visit.

The work on the first phase of this project has begun. Within a few weeks, small groups of people will meet throughout the area to discuss the project and their concerns. At the same time, the consultants will visit officials of the area in order to secure data and to discuss the area's various problems. By late May, a preliminary evaluation will have been prepared and a program developed for the next six months.

This project is designed to give the residents of the area the fullest possible opportunity to become involved. If you have any thoughts or comments, please phone or write the Task Force at the Simcoe County Administrative Building, or better, drop in and have a chat.

Address: Simcoe-Georgian Area Task Force
Simcoe County Administrative Building
Midhurst, Ontario
Telephone: (705) 726-9300

2. THE TASK FORCE

The Simcoe-Georgian Area Task Force is composed of two groups, a senior Political Committee and a Technical Committee. The Political Committee is chaired by the Honourable Donald Irvine, Minister Without Portfolio, and includes the mayors and reeves of a number of cities, towns and townships as indicated in Appendix 1. The Political Committee is charged with overall supervision and direction of the project.

Reporting to the Political Committee is the Technical Committee, made up of officials from the municipalities and from the province. This committee is charged with the day-to-day responsibility of running the project. The members of this committee are listed in Appendix 2.

Assisting the Technical Committee are the consultants -- Simcoe-Georgian Planning Consultants -- a consortium composed of Hedlin, Menzies & Associates Ltd., Underwood McLellan & Associates Ltd., and Earl Berger Ltd. Hedlin, Menzies specializes in economics and in particular recreation and agricultural studies, and through its parent company, Acres Consulting Services Ltd., is heavily involved in the transportation and environmental fields. Underwood McLellan & Associates Ltd. is an engineering firm with additional capabilities in terrain analysis and environmental studies. Earl Berger Ltd. specializes in community development and social research and planning.

From the consultant side, the project will be managed by Mario Bruno, Rodger Schwass and Earl Berger.

The technical team will consist of:

Malcolm Martini, Project Director, and Economics
Peter Smith, Deputy Project Director, and Planning
Philip Wade, Transportation
Paul Denison, Environment
Karl Reichert, Utilities
Carl Anderson, Terrain Evaluation
Alan Gunter, Solid Waste Management
Stewart Fyfe, Municipal Government

As well as managing the project, Rodger Schwass will handle the agricultural aspects of the study and Earl Berger will handle the public participation component.

Biographies of the consulting team appear in Appendix 3.

APPENDIX 1

Political Committee

Honourable Donald Irvine, Chairman

Warden Earl Elliott, Simcoe County

Reeve George Burton, Innisfil Township

Deputy Reeve John Fennel, West Gwillimbury Township

Reeve Ronald Stanton, Orillia Township

Alderman Graham Card, Acting Mayor, Orillia

Mayor Dorian Parker, Barrie

Mayor Harry Bell, Collingwood

Mayor Harold Boyd, Midland

Milton Phillips, Secretary

Mrs. Pat Adams of the Ministry of Treasury, Economics and Intergovernmental Affairs, Office of Information Services, is communications advisor to the Task Force.

APPENDIX 2

Technical Committee

Milton Phillips, Chairman

Gerald Tamblyn, City Administrator, Barrie

Bruce Bayne, Executive Administrator, Orillia

Ronald Emo, Official Plans Study Coordinator, Collingwood

John Faulkner, Planning Director, Tiny-Tay Peninsula

Planning Board

Keith McRuer, Georgian Bay Regional Advisory Board

Frank Sider, Central Ontario Regional Advisory Board

Sidney Owens, Superintendent of Planning, Simcoe County

Board of Education

Hugh Morley, Ministry of Housing.

APPENDIX 3

CARL ANDERSON

Carl Anderson is Director of Resources, Planning and Development for Underwood McLellan. He is a member of the Association of Professional Engineers, the Geological Association of Canada and the Canadian Institute of Mining and Metallurgy. He will be responsible for direction of environmental studies along with Paul Denison. His experience includes a wide range of environmental engineering projects throughout Canada and overseas.

EARL BERGER

Earl Berger is president of Earl Berger Ltd., consultants in community development and research and a member of the Association of Ontario Land Economists. He is a graduate of the University of Toronto and holds a Ph.D. from the London School of Economics. Previously he was lecturer in politics at the University of Ghana, a member of the editorial board of the Globe & Mail, and special lecturer in the urban studies program at York University. In past years he has spent most of his time working on public participation programs and related socio-economic research and planning for such clients as the Ministry of Transportation and Communications, the Department of Municipal Affairs and the Metropolitan Toronto Transportation Plan Review.

MARIO BRUNO

Mario Bruno is Manager of Underwood McLellan & Associates Ltd., Eastern Region. Mr. Bruno will be chairman of the consultant's management group. He has had extensive experience in management and major engineering projects since 1963. He holds a Bachelor of Science in civil engineering from the University of Toronto and is a member of the Association of Professional Engineers of Ontario and the Engineering Institute of Canada. He has also served on the Ontario Housing Advisory Sub-Committee on Urban Development Servicing Standards.

PAUL DENISON

Paul Denison is a research executive with Acres Consulting Services. Mr. Denison who will be in charge of environmental aspects is a member of the Royal Canadian and American Meteorological Societies as well as being a member of American Geophysical Union and the Air Pollution Control Association. Mr. Denison holds degrees in mathematics and physics and in meteorology from the University of Toronto. His many responsibilities have included nation-wide study of air pollutant emissions and an evaluation of environmental factors for planning the development of the Halton/Wentworth shoreline of Lake Ontario.

STEWART FYFE

Stewart Fyfe who will serve as an advisor on local government implication is a professor at the Institute of Local Government at Queen's University. He holds degrees in politics and economics from Queen's and a Ph.D. in government from the University of Manchester. Dr. Fyfe was special Commissioner in the Waterloo Area Local Government Review and among his many assignments has acted as a consultant to the U.S. Advisory Commission on Intergovernmental Reactions on local government reforms. Dr. Fyfe is also chairman of the City of Kingston Planning Board.

ALAN GUNTER

Alan Gunter is the solid waste management specialist with Underwood McLellan. He is a member of the Association of Professional Engineers and has many years of experience in municipal engineering and solid wastes management. Mr. Gunter will be responsible for the solids waste management aspects of the Study program.

MALCOLM MARTINI

Mr. Martini, who will serve as project director, is senior planner at Hedlin, Menzies. A member of the Town Planning Institute of Canada and the Ontario Association of Land Economists, Mr. Martini holds degrees in economics and planning from the University of Toronto and in Public Administration from Carleton University. He has most recently been responsible for the preparation of a development plan for CFB Borden, and had directed regional development and tourism studies in Ontario and the Atlantic Provinces.

KARL REICHERT

Mr. Reichert is senior sanitary engineer with Underwood McLellan. He will be responsible for all sanitary engineering aspects of the project. He holds a Master's degree in civil engineering from the University of Waterloo and is a member of the Association of Professional Engineers of Ontario, the Canadian Society of Civil Engineers, and serves on the Board of Governors at the University of Waterloo. He has extensive experience in sanitary engineering throughout Ontario and was Design Approvals Engineer for the Ontario Ministry of the Environment from 1964 to 1973.

RODGER SCHWASS

Rodger Schwass is General Manager of Hedlin, Menzies & Associates and Vice-President of Acres Consulting Services. Dr. Schwass who will be in charge of the agricultural aspects of the project is a member of the Canadian Agricultural Economics Association and the Agricultural Institute of Canada. He holds a Ph.D. from the University of Toronto. Dr. Schwass has been manager of the National Farm Forum and directed the Ontario Farm Income Study. He makes regular contributions to the CBC-TV show "Marketplace".

PETER SMITH

Mr. Smith, who will serve as deputy project director, is services planner at Underwood McLellan. He is a member of the Town Planning Institute of Canada, the Community Planning Association of Canada and the Royal Town Planning Institute, Britain. Mr. Smith holds a degree in geography from the University of Leeds and a Master's degree in Civic Design from the University of Liverpool, 1962. He has extensive experience in the direction and fulfillment of projects on urban development, municipal and regional planning, land-use, recreation and transportation studies throughout Canada and overseas.

PHIL WADE

Mr. Wade is a transportation consultant with Acres Consulting Services. He holds degrees from the University of Toronto, the University of California (Berkeley), and the Massachussets Institute of Technology. In addition to being a Professional Engineer he is a member of the Institute of Traffic Engineers and a member of the Town Planning Institute of Canada. Mr. Wade will be responsible for the Transportation aspect of the study. He has extensive experience in public transportation and as study director for the Metropolitan and Regional Transportation Study, was in large measure responsible for developing the "GO Train" concept.



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